Sunday, April 1, 2007 ★★ 11 sections / Vol. 22 / No. 114 P18




THE HILLS ARE ALIVE.

# GMA OKs troops in city



ATTENTION: Christy Ida "Ice" Achanzar (extreme right) poses with her classmates at the Cadet Area after a parade at the premier US Military Academy at West Point, New York. A Filipino classmate Mario Feliciano is from Zamboanga City.

## Pinay makes history as 1st West Point graduate in '08

By Cathy S. Babao-Guballa and Rozanne T. Estavillado Lingaco
Contributors

SHE HAD ONLY ASKED TO BE PART of the Philippine Military Academy, "but God gave me West Point."

This is how Christy Ida "Ice" Achanzar, a 24-year-old native of Davao City, explains why she feels "extremely blessed" as she looks back on her three years at the premier military academy in the United States.

Next year, Achanzar will make history at the academy in New York as the first

PINAY/A6

## Job well done, AFP general quotes Arroyo

By Alcuin Papa

CHURCH AND POLITICAL ACTIVISTS MAY BE GNASHing their teeth in frustration but as far as their Commander-in-Chief is concerned, the soldiers garrisoned in Metro Manila's slums are doing just fine.

GMA/A6

## 'Inner running' priest finds God in China

By TJ Burgonio

A FEW MONTHS INTO HIS STAY IN China, while learning his *ni* to his university flat, Fr. Robert Reyes suddenly broke down, wondering what an activist priest like himself was doing in a state that limits the practice of religion and forbids proselytizing.

INNER/A6

## Kilusang Bagong Lipunan

Candidates for Senate in alphabetical order



**Melchor "Mel" Chavez**



**Antonio "Tony" Estrella**



**Oliver "Oli" Lozano**



**Eduardo "Ed" Orpilla**



**Victor "Vic" Wood**

## SWS: Political ads don't work for 21% of voters

By Mahar Mangahas
Social Weather Stations

SWS/A6

## Operation Smile: 25 years of changing lives

By Carla P. Gomez
Inquirer Visayas

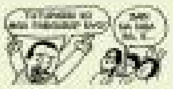
BACOLOD CITY—

OPERATION/A6





BEFORE AND AFTER:



## It's April Fool's: Even Bill Gates tricked

Today is April Fool's Day,

IT'S APRIL/A6

**WORLD**/ A19

## French nun credits

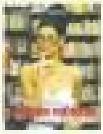


cure of her Parkinson's disease to Pope John Paul II. Her testimony could provide convincing evidence of a miracle, which could fast-track the beatification of the saintly Pontiff.

**SUNDAY MAGAZINE**

## Behold The Summer

Reading Issue: What your kids should be reading; model Joey Mead's secret passion for books.



**ENTERTAINMENT** / H5

## PDI's man

IN HOLLYWOOD: At 62, Rod Stewart still shaking his booty and has audience in the palm of his hand in LA stop of his current concert tour.



**LIFESTYLE**/ C1

## Floating school

For Badjaos, the country's sea gypsies, sets sail on Aura.

Second FRONTPAGE

WEATHER FORECAST

# Quezon House bet shot dead in QC

A CONGRESSIONAL CANDIDATE IN QUEZON province was found dead in the driver's seat of a sport utility vehicle at midnight yesterday in Quezon City.

# 'Conflict of interest' in Mandaluyong hit

# Mayor blames DPWH for lamppost mess

# Fuel prices rise again

# PWU to honor former UN envoy

# DOH pushes AIDS ed for OFWs

# 'Shut up' Dilangalen aiming for comeback

# Filipino nurses plead not guilty in NY

# 'Koko' mulls over calling on 'Nene' for help





# Pinoy priest in US says he's innocent

## The Daily Gospel

# SWS: Political ads don't work for 21% of voters

Similarly, avoiding that segment of the voting population that is not favorably disposed to ads could mean a potential vote gain of 9 percent, according to the survey results.

The survey was based on a comparison of two sets of voters—those who are "helped a lot" by political ads and those who don't rate for such ads at all.

The survey's design divided registered voters into four segments, according to whether they perceive political ads as giving them "very much help" (24 percent), "somewhat much help" (31 percent), "a little help" (20 percent), or "no help at all" (21 percent), in choosing the candidates to vote for.

The 4 percent remainder had not yet seen, heard or read any political ads in the current election campaign.

How then does one find receptive voters?

### Socio-demographic prescriptions

In terms of socio-demographics, the most significant segments of voters are the two extremes—those who get very much help and those who get no help from political ads.

In Mindanao, only 12 percent say they get no help from ads, whereas other areas have 22 to 25 percent who feel this way.

This would imply that there is relatively more scope for ads to operate in Mindanao compared with anywhere else in the country.

Similarly, there is more scope for political ads in rural areas compared to urban areas, lower classes D and E than middle to upper classes ABC, and younger people aged 44 and below than older people aged 45 up.

This is based on how the groups perceive the helpfulness of advertising in their choice of candidates: rural areas (18 percent no help); urban areas (25 percent no help); D and E (19 to 21 percent no help); ABC (31 percent no help); younger people age 44 or lower (17 to 18 percent no help); and older people of age 45 and up (22 to 26 percent no help).

The no-help segment does not vary by gender or education.

The segment getting very much help from political ads is larger, implying more scope for ads to operate, among voters with at least a high school degree (27 to 28 percent) than among those with less schooling (19 to 21 percent).

The segment getting very much help hardly varies by area, socio-class, gender or age.

### Concentrate on Mindanao

Thus, candidates seeking to find the largest number of relatively receptive voters would do well to concentrate on Mindanao, rural areas, the lower classes, people below 45 years old, and people who are at least high school graduates.

The voting patterns of the middle two segments—"somewhat much help" and "a little help"—are so similar that only two boundaries would actually require attention.

Among voters who feel they get no help from political ads, 22 percent is the average size of the vote for a senatorial candidate (based on a list of the top 25 candidates). This is the base vote in the absence of any political ads.

Among those who feel they get a little help, the average vote is 27 percent, or similar to the average 28 percent among those who feel they get "somewhat much help" from ads.

Among those who get "very much help" from ads, the average vote is 32 percent.

Thus, there are only two meaningful gaps: one above the no-help segment, and another below the very-much-help segment.

The average vote difference of 10 percent between these two extreme segments is the potential gain from targeting those voters who appreciate political ads very much instead of those voters who consider them useless.

An average vote difference of 5 percent—which could easily spell the difference between winning and losing in a senatorial election—is a reasonable gain from at least successfully avoiding the nonreceptive segment of voters.

The potential 10-point differential is only the average for the top 25 candidates.

The March 15-16 election survey shows that it could range from as high as +29, in the case of Manuel Villar Jr., to as low as 0, in the case of Richard Gomez.

Aside from Villar, those who rated above average in exploiting variations in voters receptivity are Loren Legarda, Francis Pangilinan, Ralph Recto, Prospero Pichay Jr., Edgardo Angara, Joker Arroyo and Juan Miguel Zubiri. Their potential gains range from +15 to +20.

Candidates who are about average are Vicente Sotto III, Aquilino Pimentel III, Panfilo Lacson, Benigno Aquino III, Francis Escudero, Alan Peter Cayetano and John Osmeña, with potential gains between +8 and +13.

The rest are below average, with a potential of at most +5.

The SWS survey shows that receptivity to political ads definitely matters. But it matters differently from one candidate to another. How much it matters for a specific candidate presumably depends on the candidate's volume of ads, socio-demographic targeting of ads, quality of ads as rated by the audience, and the candidate's basic appeal.

Just as in agriculture, in addition to the fertility of the soil, the type of crop, the quantity and quality of the seed, the choice of irrigation also matters.

### Survey background

This special pre-election survey was conducted between March 15 and 16, 2007, using face-to-face interviews of 1,200 registered voters divided into random samples of 300 each in the four areas of Metro Manila, the balance of Luzon, the Visayas, and Mindanao. It had a margin of error of plus or minus 3 percent.

The sample included every city and municipality in Metro Manila, and at least one province in every region in the other three areas. The balance of Luzon has 8 regions, the Visayas, 3, and Mindanao, 6.

# Pinay makes history as 1st West Point grad next year





### Mega surprise

### Lifelong dream

### Sharing notes, techniques

### Equal opportunities

### Faith



# It's April Fool's: Even Bill Gates ...

# ‘Inner running’ priest finds God in China

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

# GMA OKs troops in city







# Operation Smile: 25 years of changing lives

## Multinational volunteers

PHILIPPINE DAILY INQUIRER Vol. 22 No. 119

# OPINION

Send us your feedback: inquirer opinion@inquirer.com.ph

## Order of battle

THE ARROYO ADMINISTRATION IS ONCE AGAIN impugning the character of a special guest it had invited into the country. Filipinos are famous for their remarkable equanimity in the face of insulting behavior or undue criticism. Is the administration's unrestrained disdain for UN Special Rapporteur Philip Alston a sign that Filipinos have finally outgrown the hospital-by-virtue?

**EDITORIAL**

If only it were so. In fact, the rough treatment is a sign of something else altogether: The discomfiture of the powers-that-be, when someone, whether guest or familiar, speaks truth to power.

Last week, Alston spoke before the UN Human Rights Council, in his capacity as Special Rapporteur on extrajudicial, summary or arbitrary executions. What he calls his preliminary or interim report is easily accessible on the Internet. (Which makes us wonder about Foreign Secretary Alberto Romulo's obtuse reaction; did he even read Alston's report?)

At least Press Secretary Ignacio Bunye did his homework. His statement is a considered response to the main implication raised by Alston's interim report, which is that some members of the country's security forces may be operating out of bounds. "President [Macapagal] Arroyo is in full control of the Armed Forces; and the AFP order of battle does not include military groups operating within Philippine democratic space."

That, indeed, is the crux of the matter.

In his preliminary report, Alston hypothesizes that the Arroyo administration's "characterization" of "most" leftist groups as communist "fronts" (and then, all too easily, as "enemies of the state") is an "underlying" cause of "a great many" of the extrajudicial killings.

The "most dramatic" evidence Alston has in his hands is in the form of an "order of battle." We quote at length: "A copy of a leaked document of this type, from 2006, was provided to me and I am aware of no reason to doubt its authenticity. The document, co-signed by senior military and police officials, calls upon 'all members of the intelligence community ... to adopt and be guided by this update to enhance a more comprehensive and concerted effort against the CPP/NPA/NDF [Communist Party of the Philippines/New People's Army/National Democratic Front].' The document, some 110 pages in length, lists hundreds of groups and individuals who have been classified, on the basis of intelligence, as members of organizations which the military deems 'illegitimate'."

If this document actually exists, then we ought to consider it, if not as a smoking gun, then at least as a gun with a still-hot barrel.

But Executive Secretary Eduardo Ermita says the document in Alston's possession may not be an "official OB." Which of course leads to more questions than answers: What is an unofficial OB? Is it one not meant to be seen by the public, or which, if revealed, must be denied at all costs? Why even make a distinction between official and unofficial? Are there unofficial security forces who follow unofficial orders of battle?

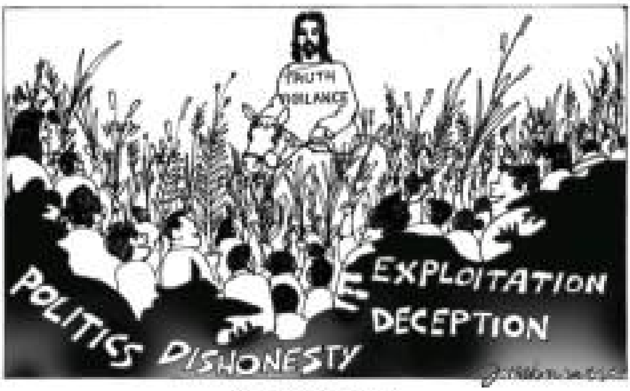
Ermita adds: "It might have been fed to him and then he's using that in his report. We may be asking Mr. Alston, through the DFA, to provide us a copy of such OB to validate it with the official OB of the AFP and the PNP."

We won't hold our breath waiting for the "result" of such a validation.

Why? Alston makes a useful distinction between Philippine political theory and Arroyo administration practice. In theory, there are safeguards against human rights abuses, including extrajudicial killings, already in place. In practice, he says, there is, on the one hand, "passivity bordering on abdication of responsibility," by key institutions and individuals; and on the other, an unusually assertive military, pursuing "aspects of the Government's counter-insurgency strategy [which] encourage or facilitate the extrajudicial killings of activists and other 'enemies' in certain circumstances."

However, the strongest proof of this murderous practice lies outside Alston's report. It is that, despite the administration's invitation to Alston, despite the many assurances given in public, despite the posturing of officials like Justice Secretary Raul Gonzalez, the killings continue.






## Plaza Malaya

**SEPARATE OPINION**

*Isagani A. Cruz*

IT USED TO BE THE FORUM OF THE Republic's republicans, the focus of its attention on issues affecting the public interest. National leaders spoke here, as so did local politicians, all of them seeking the people's approval and acclaim. Here were various ideas expressed either arrogantly or humbly, from the sublime to the absurd, to be accepted or disdained by the judgmental audience. It was here that governmental programs and proposals had to pass President Ramon Magsaysay's cautious and imperative criterion: "Can we defend this at Plaza Miranda?"

Like many of our people, I do not know the person after whom the place was named, possibly during the Spanish regime or maybe the early 1900s. Perhaps Ambeth Ocampo on the next page can clear the minor mystery for us. At any rate, Miranda seemed to be only a mere footnote in our history until his name became prominent, albeit still unfamiliar, during the recent past. Certain important events have made the place more than a busy locality in front of the Quiapo Church of the Black Nazarene where devotees flock on Fridays.

I was too young to remember if anything happened at Plaza Miranda before the war, but it was a quiet place during the Japanese Occupation where I bought from a second-hand bookstore a first-edition copy of Joel Barlow... short stories. It was, if I recall correctly, called "The Rose and the Lion," after his pen name. A friend of mine borrowed it decades ago and has purposely never returned it. I'm still hoping he will give it back come to redeem his soul, but it has become a forlorn hope.

One important question that was debated at Plaza Miranda was the Parity Amendment that proposed to give equal and in fact better rights to Americans than our own citizens in the exploitation of our natural resources and the operation of public utilities in our country. President Manuel Roxas defended it vigorously against the Nacionalista Party's spirited attacks led by Claro M. Recto and Jose P. Laurel that the audience enthusiastically supported. Nevertheless, the amendment was ratified in the plebiscite held in 1947 that the opposition claimed was marred with many irregularities.

When the Nacionalista Party applied for a permit to hold a public meeting at Plaza Miranda against the questioned ratification, Mayor Valeriano Fugoso of the Liberal Party demurred. He said that there was "a reasonable ground to believe, basing upon previous utterances and the fact that passions, especially on the part of the losing groups, remain bitter and high, that similar speeches will be delivered to undermine the faith and confidence of the people in their government and in the duly constituted authorities, which might threaten breaches of the peace and a disruption of public order."

The Supreme Court did not agree. It declared, quoting Justice Brandeis of the US Supreme Court, that "fear of serious injury cannot alone justify the suppression of free speech and assembly. Men feared witches and burned women. It is the function of free speech to free men from the bondage of irrational fears. To justify suppression of free speech, there must be reasonable ground to fear that serious evil will result if free speech is practiced. There must be reasonable ground to believe that the danger apprehended is imminent. There must be reasonable ground to believe that the evil to be prevented is a serious one."

Thus was established the Moncaleon clear and present danger rule to replace the earlier, rather dangerous tendency doctrine and fortify freedom of expression in this country. The Court said that the condition of Manila at the time did not justify the mayor's fears. As subsequent events proved, the "indignation rally" as it had been frankly called by the petitioners, remained peaceful despite the mob applause of angry speakers delivered against the "railroaded" Parity Amendment. The Primicias v. Fugoso ideas, reported in 80 Phil. 1, Plaza Miranda should be remembered with gratitude and pride.

Many more important incidents happened at Plaza Miranda, including the attempt of a crazed zealot to assassinate the President and pad for his confinement with his own life. Especially violent was Plaza Miranda at the height of student activism before martial law when the Supreme Court sustained Mayor Antonio Villegas for not allowing a public meeting at the place on a week day. Unlike Manila during the time of the Primicias case, the city in 1970 was in ferment and the planned rally could ignite the turbulence the authorities had the duty to prevent.

Visit Plaza Miranda today and what you will see is a tamed and peaceful place without its former political suspicions and hostilities that made it the most exciting forum in the whole country for the discussion of public issues. It is somehow regrettable that it no longer nurtures the real democracy of the people when every citizen could freely speak his mind "on any matter that touch[es] the heart of the existing order" without being arrested as a terrorist.

## Holy Week

**MOMENTS**

*Fr. Jerry M. Orbos, SVD*

BACK IN 1990, WHEN MY BROTHER, Ramon Orbos, was the secretary of the Department of Transportation and Communications, I also introduced myself as the secretary of "Transformation and Commitment." Come to think of it, the whole Lenten season, particularly the Holy Week, is simply the call toward real conversion and transformation of one's heart and character, and toward a deeper, more personal communion with God and others, especially the less fortunate in our midst. It's the time to be renewed and reborn, to be *bagets* (not *bebots*—the Ilocano word for old woman) in our spiritual life once again. So, let's go B-A-G-E-T-S for Lent to make the Holy Week truly holy.

* * *

B-Build. Forgiveness. Let us bring back God into our hearts by making a good confession. When was the last time you really humbled yourself and asked to be forgiven by your God? Right away, the evil one will tell you that you have no real sins (*dami*), and that it's really not that bad so there's no need to go to confession (*ya-ya-dadahan*), so that if you have to go to confession "make no bang" (*podpodpodosan*).

* * *

A-Be Light. Look into your heart and dispose all the useless junk you've been carrying in there all these years. You are not obliged to be miserable in this life! Forgive and you are free. Continue to be angry and resentful and you are miserable. You have been forgiven much, be grateful. Be forgiving. End your private wars and battles. In the end, nobody wins if nobody forgives. Forget your favorite refrain that says "Me and me against the world." And stop being calculating and exacting in your relationships. Begin give to give by. Young-long you give, forgiven, then given!

* * *

G-Give. (Bigkis). Share money. You who have much in life, please help the many people suffering around. I raise again the question: How much money do you really need in this life to be happy? How much of that money you are accumulating and holding on to can you take along with you when you leave this world? Remember, to whom much is given, much is also required. Again, be reminded that the richer I have, infinite and important than you give away are the only riches you bring with you to eternity. Use your money for your salvation, not for your condemnation.

* * *

E-Express your love. Slow down and take time for God and people, and also for yourself. A very good practice is to kneel down as soon as you wake up and before you sleep to express your adoration, contrition, thanksgiving, supplication (ACTS) to your God. Another doable and very renewing practice is to drop by a church just to spend some moments of quiet and prayer—let the candle glow once more!

On the human level, it is amazing how we can "starve" other people of our love. We give only the comfortable installment, so to save; with a plan to give the lump sum when the person is dead or dying already. When it comes to loving, regular daily doses is better than a lump-sum sought with a final big downpour. Little things mean a lot, and it takes very little to make our loved ones happy. A phone call, a smile. A pat on the back. Very doable. Just do it now.

* * *

T-Tanggal. (Kapit). Someone once told me that he had no temptations. Why? Because as soon as a temptation came, he'd give in right away! We must not give up fighting our vices and weaknesses. We must continue to try and avoid the occasions and persons that lead us to sin. It would be a good idea to share the stages and steps that once led you to a particular sinful moment. Once you know that road, avoid it. That's right: take the "road less traveled." It leads to peace. It leads to Heaven.

* * *

S-Sacrifice. The Bisrdi Cruz carnival started as a pre-Lenten celebration to accentuate the spirit of sacrifice, the spirit of fasting and abstinence of Lenten (40 days). Carnival comes from the Latin word *carne* (meat) and *vale* (goodbye). Lent invites us to say goodbye to whatever or whoever is dragging you down in your spiritual life. So, what would it be? Goodbye, girls? Goodbye, gambling? Goodbye, alcohol?

Take your pick.

S-Smile. Whatever sacrifice or good deeds you do, do it with a smile. God loves a cheerful giver, and God blesses a generous, grateful but resentful heart. Take away that "Good Friday look" from your face and that "far away look" in your eyes.

S-Secret. If you want to experience real joy, do all of the above in secret. Let it be something just between you and your God, and you'll experience a joy which the world cannot give or take away. Come to think of it, maybe this is the reason I started this column with a note about being a secretary—a reminder to keep our Lenten project of transformation and commitment a secret.

* * *

Someone once said that to make Holy Week, all you have to do is to get ordinary water, and boil the hell out of it! Let the Holy Week be the special time for all of us to boil the hell out of our hearts, out of our society, out of our nation. Have a meaningful and a spirit-filled Holy Week!

* * *

A moment with the Lord:

Lord, help me to be open to conversion, and help me to transform my heart. Amen.

## Subverting the popular will

**WITH DUE RESPECT**

*Artemio V. Panganiban*



## Pia C. on Alan, Lino and KC

**AT LARGE**

*Rina Jimenez-David*



## A priest in politics

**PUBLIC LIVES**

*Randy David*



## Fly by night

**REBEL WITHOUT A CLUE**

*Patricia Evangelista*



# TALK of the TOWN

# Moros fight for self-rule



IN AN ATTEMPT TO END THE DECADES-OLD MORO REBELLION IN MINDANAO, THE PHILIPPINE government has offered the Moro Islamic Liberation Front (MILF) self-determination in the ongoing peace talks brokered by Malaysia.

MILF chair Ebrahim Murad announced the "breakthrough" on March 18 despite fighting in Midsayap, North Cotabato, according to a report by Inquirer Mindanao correspondent Jeoffrey Maitem.

Talks between the government and the MILF hit a snag in September last year after they failed to agree on the issue of ancestral domain.

The MILF wants at least 1,000 villages included in the proposed Moro homeland, but the government said it could only allow the inclusion of about 600 villages.

The Moro group, which has about 13,000 members, broke away from the Moro National Liberation Front (MNLF) in the late '70s because of disagreement over their fight for a Moro homeland. In 1996, the MNLF settled for autonomy when it signed a peace accord with the government.

The MILF is fighting for an independent Islamic state in Mindanao.

By Germelina Lacorte

### Treaty of Paris

### Sultan Mangigin

### Choices

### State formation

### Afable letter

## Key events

## What is the MILF?

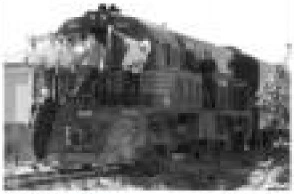
Across the NATION

# ARMM Islamic leaders: No more fraud

COTABATO CITY—MUSLIM VOTERS SHOULD rise above growing perception that the Autonomous Region in Muslim Mindanao (ARMM) is the Philippines' election "cheating capital," the region's conservative Islamic leaders said in a statement issued Thursday.

# Row over police chief puts in limbo Vilma bid to get INC backing





**TRAIN RIDE** Vice President and concurrent Housing and Urban Development Coordinating Council Chair Noli de Castro boards a PNR train to inspect the turnover of cleared areas of the Southline Calauan Segment to the Philippine National Railways. With him are National Housing Authority general manager Federico Laxa (fourth from left) and PNR general manager Jose Sarasola (second from left).

# Dys pull off surprise in Isabela race for gov



INQUIRER Mindanao

# Former Tondo boy helps Moro, 'lumad' scholars

By Jeffrey M. Tupas
Davao City









POWER TO THE PEOPLE!
TM
Pinalakas na Touch Mobile
POWERPISO
MAGDAMAGAN 'TO!
TODO TEXT
₱15
TODO NA, MAGDAMAG PA!
YAN ANG TM TODO TEXT 15!
UNLIMITED ALL-DAY ALL-NIGHT
TM TO TM TEXTING, ₱15 LANG!
KAYA TM NA TAYO! TODO NA 'TO!
SULITXT 10
AT NGAYON, MAY BAGO NANG SULITXT 10
SA HALAGANG ₱10 LANG, MAY 75 TM TO TM TEXTS NA!
• Text TMSULITXT <space>10 to 2868 para mag-TM SULITXT na
• Kailangan ng ₱11 minimum load balance para ma-avail ang promo
• Kailangan mag-maintain ng ₱1 minimum account balance para tuloy-tuloy ang SULITXT
• Hindi available ang service na ito sa subscribers na naka-enroll sa ibang local SMS services

A plus METRO

# Yearly 'senakulo' keeps Mandaluyong residents focused on Holy Week



[illegible]

## For love of the play

[illegible]

## Audience get involved

[illegible]

**Website for Fil-Ams**

# By their faith, Hong Kong Pinoys are known



HONG KONG—IT SITS ON TOP OF A HILL ON Hong Kong's third largest island, hidden by thick shrubs and trees, and surrounded by naturally [illegible] orchids like those in middle-class Filipino homes.

[illegible]

## Little place

[illegible]

## Stories mothers tell

[illegible]

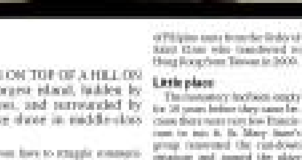
## No job, lots of faith

[illegible]

## God is in HK

[illegible]

# Lawyer keeps coming back to share his blessings



[illegible]



GOOD TO BE HERE AND THERE

## Feeling at home

[illegible]

## Becoming a lawyer

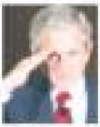
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## Putting up a foundation

[illegible]

## WorldBriefs

### Bush apologizes to vets for poor health care



BUSH

### Worst fighting in Mogadishu in 15 years

### Australian to serve 9 months in terrorism case

### Heavy fighting in Pakistan kills 56

# 'John Paul II has cured me,' says nun in beatification case



FRENCH nun Sister Marie-Simon-Pierre

AFP

# US travel agents charged with immigrant smuggling

NYT

# The World

# Crisis over seized UK sailors escalates

LONDON—THE CRISIS OVER IRAN'S SEIZURE of 15 British naval personnel escalated Saturday after Iran aired television footage of another British sailor "confessing" to trespassing in its waters.

AFP



WHAT'S INSIDE

- **Dy, Indon** clinch jr doubles crown /A22

# Sunday SPORTS

- **Nowitzki,** Mavs score milestone /A24



# Corteza cops title; Rañola tops ladies

# Red Bull stakes lead vs Tigers

## *Pacquiao too fast, too strong for Solis*






# Dy, Indon clinch jr doubles crown



# Global City Run April 29

# Tagaytay Spring eyes No. 3

# Keon runs for gov

IN HUDDLE



# Sheer talent steers Javi to kart victory

RACING TIPS

BY TOP CHOICE

# Petron Lakbay Alalay now on 21st year



## SLEX ensures worry-free travel with Lakbay Alalay

## NLEX gears up for Holy Week motorists



TOLLWAYS MANAGEMENT

# Nowitzki, Mavs score milestone

[illegible]

# Two share Kraft lead; Delasin makes cut

[illegible]

## SPORTSWATCH

### Hackett bounces back

[illegible]

### Road tougher for Florida

[illegible]

### PBA sets cage clinic

[illegible]

### Espinola gains squash semis

[illegible]

### San Jose dribblers

[illegible]

### Swim clinic up

[illegible]

IN THIS ISSUE



# Sunday Biz

Business Features Editor Margie Quimpo-Espino

# Cookie turns 100, recipe remains a secret



A LOOK at the production of the famous Titay's Liloan Rosquillos in Liloan Cebu.

## Third generation soon to take over the growing business

CEBU CITY—THE YEAR WAS 1907 and 21-year-old Margarita "Titay" Frasco was destined to bake a cookie that would become famous not only in her hometown of Liloan but in other parts of the country as well.

# Seven demands of leadership

**A LEADER'S WAY**

*John C. Maxwell*



AN EARNEST YOUNG MAN once approached me during a Q & A session, and asked, "What is the ONE THING I need to know to be a great leader?" as if he was searching for the hidden key to unlock the universe.

Amused by the simplicity of his question, my answer was equally simple: "To be a great leader, there's more than ONE THING you need to know about leadership."

Leadership is not easily reduced into a formula. However, I understand the urge to try to wrap our heads around effective leadership by breaking it down into a manageable set of principles.

In my research and study of leadership, one of the better simplifications I have found was developed by the team at the Gallup Organization.

After conducting extensive research on leaders across a broad spectrum of careers, Gallup boiled down leadership into seven essential qualities.

Their in-depth study culminated in the article, The Seven Demands of Leadership, appearing in the Gallup Management Journal.

This week, I'd like to review the findings of Gallup's research, and supplement them with additional thoughts.

1. Visioning

"Successful leaders are able to look out, across, and beyond the organization. They have a talent for seeing and creating the future. They use highly visual language that paints pictures of the future for those they lead. As a result, they seem to attain bigger goals because they create a collective mindset that propels people to help them make their vision a reality." -Gallup Management Journal

The foundation of a vision is reality. Develop a reality statement before creating a vision statement. The reality statement should explain the present situation, the process of pursuing the vision, and the price which must be paid to realize the vision.

Be careful not to diminish the vision—it should be bold and daring—but refine the vision until it is doable and achievable. A lack of realism in the vision today costs credibility tomorrow.

Leaders take the vision from "me" to "we." They enlist others in a common vision by appealing to their values, interests, hopes and dreams. Teamwork makes the dream work, but a vision becomes a nightmare when the leader has a big dream and a bad team.

When we lose sight of the distinction between our plans and the vision we are pursuing, we set ourselves up for a large dose of discouragement. A vision is a picture of what could and should be; a plan is a guess as to the best way to accomplish the vision. Failed plans should not be interpreted as a failed vision.

Visions don't change, they are only refined. Plans rarely stay the same, and are scrapped or adjusted as needed. Be stubborn about the vision, but flexible with your plan.

2. Maximizing values

"By highlighting what is important about work, great leaders make clear what is important to them in life. They clarify how their core values—particularly a concern for people—relate to their work. They also communicate a sense of personal integrity and a commitment to act based on their values." -Gallup Management Journal

A principle is an external truth that is as reliable as a physical law such as the law of gravity.

When Solomon said, "A gentle answer turns away wrath, but a harsh word stirs up anger," he stated a principle that is both universal and timeless.

Principles are important because they function like a map allowing us to make wise decisions. If we ignore them or deny their reliability, we become like travelers refusing to use a road map because we dispute its accuracy.

While we may acknowledge the reliability of many principles, we only internalize those we deem important. When that happens, the principle has become a value that serves as the internal compass used to direct our lives. A value, then, is an internalized principle that guides our decisions.

3. Challenging experiences

"By galvanizing people with a clear vision and strong values, the leaders we studied were able to challenge their teams to achieve significant work goals. In fact, these leaders themselves had been assigned significant challenging experiences at key points in their careers while being given the freedom to determine how they would achieve outcomes." -Gallup Management Journal

When others run from the challenge before them, leaders rise to the challenge before them.

English historian Arnold Toynbee has said, "Appropriate response to challenge is the basis for the rise of any society or organization." A leader's value to others is to lead them through difficult challenges by providing hope and bestowing courage.

4. Mentoring

"The leaders we studied consistently had a close relationship either with their manager or someone in the best position to advise them. The most effective leaders were more likely to seek out those outside their organization who serve in that mentor role." -Gallup Management Journal

Relationships define who we are and what we become. Stick to the confines of self and you'll remain immature and small. Have the humility to learn from those around you. Identify people's strengths and weaknesses and inquire about them. When learning is your passion and you value people, leaders will show up all around you.

5. Building a constituency

"Beyond their one-to-one relationships, leaders also create support at many levels across their organization and beyond. They know the benefits of building a wide constituency... These leaders understand networks and the importance of networking." -Gallup Management Journal

Relationships are precious resources, and leaders accumulate social capital. As it is said, "Your network determines your net worth."

Networkers share expert ideas, opportunities and advice, and they connect relationships. By investing in the well-being of others, networkers naturally earn a return as they benefit from the reciprocated generosity of those they have helped.

6. Making sense of experience

"In all their relationships, effective leaders enlighten others because they can make sense of experience." -Gallup Management Journal

Experience is to be cherished and absorbed. It comes at a price and once bought, experience should be explored until all its treasure is uncovered. Experience is not the best teacher—evaluated experience is. Reflection turns experience into insight.

"When a person with experience meets a person with money, the person with experience will get the money. And the person with the money will get experience." -Leonard Lauder, president of Estee Lauder

7. Knowing self

"Effective leaders have an acute sense of their own strengths and weakness. They know who they are—and who they are not. They don't try to be all things to all people. Their personalities and behaviors are indistinguishable between work and home. They are genuine. It is that absence of pretense that helps them connect to others so well." -Gallup Management Journal

Productive leaders have matured to the point of honest self-awareness. They couple knowledge with understanding. They have resources and means, but their grasp of meaning separates them from the pack. They have know-how, but more importantly they know why. Their right priorities insight.

Review: The Seven Demands of Leadership

Visioning
Maximizing Values
Challenging Experience
Mentoring
Building a Constituency
Making Sense of Experience
Knowing Self

To read the Gallup Organization's article, "The Seven Demands of Leadership," written by Barry Conchie, go online to: http://gmj.gallup.com/content/11614/default.aspx

(For information on John Maxwell's resources or public leadership or teamwork workshops, please e-mail us at [illegible] or call 632-2849-2730 and ask for Joy or Bing. Text MAXWELL ON to 4632 (Smart) to get daily SMS leadership insights from John Maxwell.)

# Cookie turns...

From page B1

style packaging, Titay's will once again tap the export market. The company plans to work with the Department of Science and Technology to develop a packaging that will comply with international standards, he says.

In the meantime, Franco and his wife Lilian, vice president of the company, have put in place the infrastructure needed to enable Titay's to penetrate a bigger market.

"We are in the food business so we need to keep up with the standards. We are given a choice of expanding or closing down. If I am to choose, we should expand but I leave that decision to the next generation," Franco says.

This direction the company is taking shows that Franco and Lilian would like the younger Francos to carry on with the business. The company started renovation of its production facility and the retail shop, and has acquired new delivery vans.

They also came up with a new packaging, replacing what has been used for about 40 years, to give their products a new look.

Franco says the company would be investing a total of P3 million for the upgrading. While the company has been relying on its home-generated funds for the ongoing renovation, Franco says they would have to seek financing for the bakery equipment they would acquire.

But as Titay's Rosquillos marks its 100th year on April 3, one thing remains constant—the recipe for the rosquillos would continue to be kept a secret, according to Franco, who has the only copy of the recipe. But he plans to share the recipe with his son and his nephew when they take over the business.

Indeed, this recipe has enabled Titay's to continue dominating the market despite the many years of many competitors selling similar products. The company has received several awards in recognition of its contribution to the economy. These awards include the Cebu Chamber of Commerce and Industry (CCCI) Grand Chamber Awards in 2000 for having pioneered a small-scale home industry and developed it into a lucrative baking business.



DISPLAY center of the 100-year-old institution



GERARDO "Dodong Gerry" Franco, president of Titay's Liloan Rosquillos and wife Lilian, the vice president.

'We are in the food business so we need to keep up with the standards'



THE ROSQUILLOS shop in Liloan.





# Insurance executive makes successful shift to real estate, armed only with guts



# Fool's dream turns dumpsite to party place

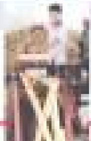
DEVELOPMENT continues at Moonbay Marina



LIGHTHOUSE lodge



# Blue place opens by the bay



Sunday Biz

# Basi capital reclaims lost glory



## Multisectoral group works to revive industry

By Hilarion Lozano

### Reviving a dying industry

### Modernization

Sunday LIFESTYLE



A LITTLE GIRL uses her own crayon to explore her creativity

# Innovative education program sets sail



THE PHILIPPINE flag is almost lost amid colorful vinta sails, which are really just for show, as the boat is motorized

Many Badjaos do not see the relevance of reading and writing to their simple existence. Of the three R's, only 'rithmetic seems useful

THEY CAN READ THE SKIES and the tides to tell the weather but cannot write their names or recognize them when they are written down.

## Haunted



LEARNING starts with mother when the floating school is fully operational.

# Innovative education program sets sail

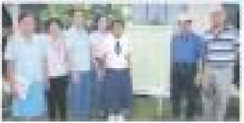








# Urban development firm builds forest for public schools



[illegible]

TWO public schools were the recipients recently of a mini-forest from the development Two Serendra. These were San Antonio Elementary School of Batangas and Lawa Elementary School of Laguna.

[illegible]

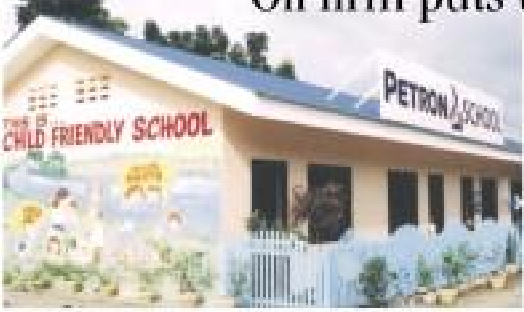


[illegible]



[illegible]

# Oil firm puts up Guimaras school




A PETRON School like this is being built in Barangay Tando, Nueva Valencia, Guimaras.



THESE school children in Barangay Tando, Nueva Valencia, Guimaras, will soon have more room for learning with the construction of the Petron School.

TO HELP RESTORE NORMALcy in Guimaras after last year's oil spill, Petron Corporation will soon replace the dilapidated school in Tando, Nueva Valencia, Guimaras.

### *Do you have a press release?*

# Sunday LIFESTYLE Travel



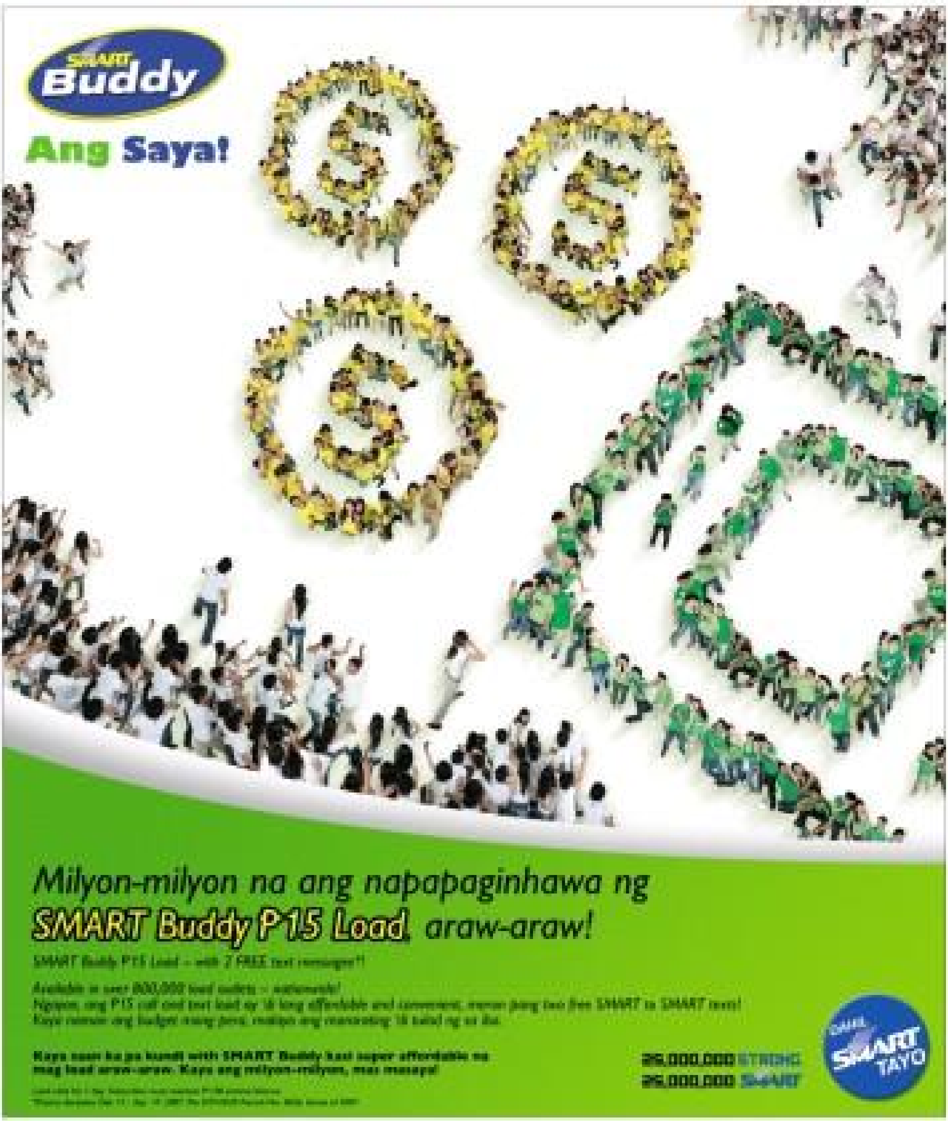

# Memoirs with a geisha



TWO GEISHAS, IN FACT.

MEMOIRS B3







THE ARTIFACTS, encased in outdoor glass cases styled like native nipa huts, connect the Philippines with the prehistory of Southeast Asia and the Pacific, and showcase the advanced and unique life of early Filipino settlers.



MORE than 500 graves were uncovered in the excavation sites of Kay Tomas and Pulong Bakaw in the '50s.



THE GOLDEN Sunset Outdoor Gallery Museum

# Outdoor gallery of lost treasures

[illegible]



AN EXCAVATION team, composed of National Museum archaeologists, hired hands and Don Enrique Zobel, sets off for a dig in Kay Tomas.

## Artifacts

[illegible]

## Travel Briefs

### Holy Week packages

[illegible]

### Easter offer

[illegible]



CELEBRATE Easter with fun activities for kids and the entire family.

### Summer spree

[illegible]

### Kids are free

[illegible]

### Offer for locals

[illegible]

### Easter retreat

[illegible]

### Holy Week Retreat

[illegible]

### Airline's new routes

[illegible]

### Bohol's sights and wonders

[illegible]



DIAMOND Hotel offers a luxurious, relaxing vacation this Holy Week.



WIDE OPEN spaces and deluxe facilities characterize the world-class Mount Malarayat Golf and Country Club in Lipa City.



A DELUXE room at Makati Shangri-La.

# Memoirs with a geisha

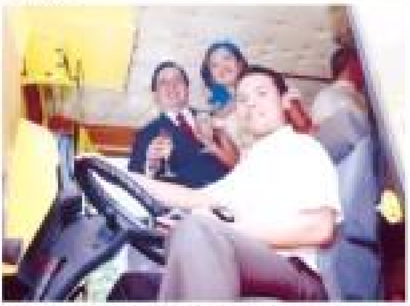


## Training ground

## Disciplined beauty



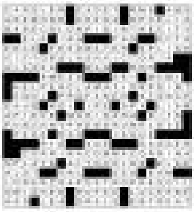
THE 6.6-meter Hop-On Hop-Off jeepney, fully air-conditioned with TV screens and WOW Magic Sing onboard



TOURISM Secretary Joseph "Ace" Durano test drives the fully air-conditioned, Hop-On Hop-Off Manila Jeepney with Senator Richard J. Gordon and Hop-On Hop-Off Travel, Inc. managing director Cking Garcia.



# Tourism jeepney launched



Sunday LIFESTYLE

# Cooking up a global image for Pinoy cuisine



FAMILIARITY WITH ASIAN food may have become almost a status symbol for sophisticated Westerners but, sadly, Filipino dishes are often not covered by their expertise. Outside the Philippines, Pinoy restaurants still cater primarily to kababayans. But couple Amy Besa and Romy Dorotan have done a remarkable job introducing New Yorkers to the flavors of the homeland through their New York restaurant Cendrillon and now through their new book "Memories of Philippine Kitchens." Out since November in the United States, the book has been picked by Barnes & Noble as book of the month.

**PLAYTIME**
*By the staff*

Besa found time during her book tour to talk to us about how they went a step further in familiarizing non-Filipinos with Filipino cuisine [illegible]

> Amy Besa's new book is making even non-Filipinos take to our recipes

**How long did the book project take?**

About [illegible] years [illegible]

[illegible]






# Cooking up a global image for Pinoy cuisine







We were re-reviewed by the New York Times critic and he gave us two stars. He fell in love with the Oxtail Kare-kare and the *bagoong*. It's so funny, you should see all these white people going, "I love the *bagoong*!" (Laughter)

**Several years ago they couldn't stand *bagoong*...**

But, you know, it's the New York Times reviewer, so they loved it, too! (Laughter)

**So what's the bestseller in Cendrillon?**

*Adobo. Pa'rin? Adobo, adobo, adobo*



# Cooking up a global image for Pinoy cuisine

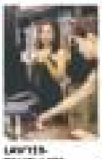




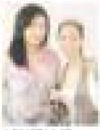

# Sunday LifeStyle



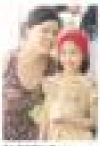
CO-OWNERS and friends [illegible]



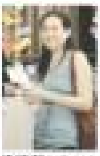
LAYTE'S [illegible]



ACCESSORIES [illegible]



SHOPPING [illegible]



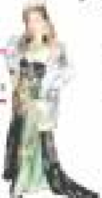
JEWELRY [illegible]

The ultimate scent provides the perfect chemistry between the fragrance's essential oils and the body's composition



[illegible]

# Search for great summer wear, great scent



**TESSA!**
Tessa Prieto-Valdes

LIFE CAN BE a continuous search for different things, from wealth to fame and recognition. Oftentimes, as the years progress and we mature, our search for happiness, peace and fulfillment becomes more relevant.

One of the challenges of summer is looking for that [illegible]

[illegible]

# Designer bathrooms

Top bathroom firms draft world-class designers to make the most intimate space of the house something to be publicly appreciated



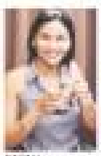


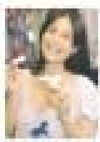
## More designers



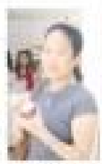


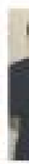


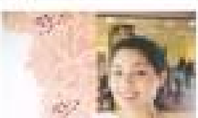














# Search for great summer wear, g




...board designer Renee Joseph

Public toilets



INTERTWINING of form and function, delight and reason—the F1 series by F.A. Porsche



CERAMIC meets metal, available at Lazadi



LATIS Counter Basin by HCG



AMERICAN Standard basin





CANDY Magazine's fashion editor Sharlene Tan, makeup artist Barbi Chan, and Paul & Joe Beaute's chief makeup artist Ces Chero Pacheco-



PAUL & Joe Beaute ambassadors ... Isabelle Daza ... Paul & Joe makeup artist Joji Tsuchiya



HOUSE of Creed owner Erwin Creed with guests of honor Mayor Lito Atienza and Vice President Noli de Castro



ELEGANT friends ... and Tito Tribo

# ...reat scent





French cosmetic line



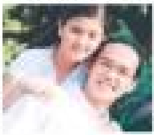


A joyful Easter with the family at
SM SUPERMALLS
Celebrate Easter at SM with lots of fun-filled activities to make it a truly memorable season!
SM Supermalls invites everyone to join and experience the spirit of fun and egg-citement that only this occasion can bring.
Mall Highlights for April 8
METRO MANILA MALLS
Easter Egg Painting Contest
Easter Egg Hunt
Easter Bunny Costume Contest
PROVINCIAL MALLS
Easter Egg Painting
Easter Egg Hunt
Easter Bunny Costume Contest
Arts & Crafts
Kiddie Show
Marshmallow Treats
Easter Bunny Mascot Show
Mascot Parade
SM Storyland Clubber Easter Party
celebrate easter
april 8
JOIN AND HAVE FUN AT SM!
Easter Bunny Costume Contest
Easter Egg Painting
Easter Egg Hunt
SM SUPERMALLS

Sunday LifeStyle

## Milestones





GIBSON-NALAGON




RAM-CUETO



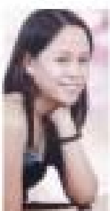
RODRIGUEZ-VIDLAGO



CHAPMAN-DELA CRUZ

MABUNGA DEBUT





MANALO DEBUT



LAYAGUE-DELA PAZ NUPTIALS

# Bride, groom—and pooch—vow to love and to hold



THE newlyweds with their immediate families (dog included): Herman dela Paz, Junior Enriquez, Mancha and Jimmy Layague



Friends from the Inquirer are all smiles after the lunch.



Friends of the groom say goodbye to their buddy's single-blessedness.

Text by [illegible]
Photos by [illegible]

FUN, SIMPLE, VERY ROMANTIC AND perhaps the most comfortable wedding anyone has ever witnessed.

Regina "Gina" Layague of Inquirer's advertising desk recently wed Normandy [illegible] dela Paz of the Supplements section at Chelsea Restaurant in Cavite City. [illegible]

[illegible]

It was Mancha, the bride's—and now also the groom's—[illegible]-year-old dog.

[illegible]

As always, dela Paz made the event full of fun and laughter.

[illegible]



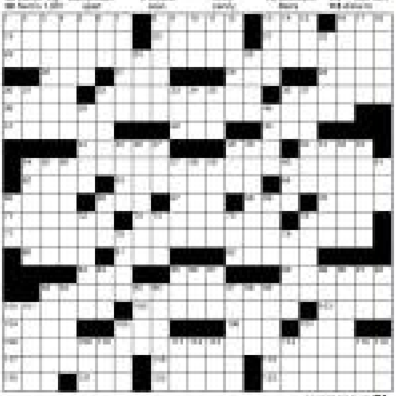
NEWLYWEDS Regina and Normandy dela Paz



THE groom serenades the bride with his own version of "Grow Old With You."

## SUNDAY CROSSWORD

PREMIER CROSSWORD/ By Frank A. Longo — MOVIES



answer on page 24



The groom did not just gain a wife but a pet, too

EMILY'S POST

Emily Marcelo

# 'Multitasking' husband has three simultaneous affairs

Milestones





PURELY PERSONAL
*Josephine Darang*

# Bigger church for St. Joseph in Echague, Isabela





### Association

### Siete Palabras

### Veritas programs

### Lenten thoughts

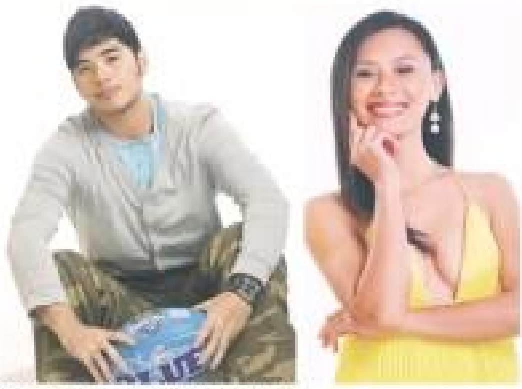


# ENTERTAINMENT



INSIDE





# Naughty housemate gets PBB in trouble

THE ABS-CBN REALITY show "Pinoy Big Brother," now in its second season, found itself in trouble with the Movie and Television Review and Classification Board (MTRCB).

## Apology to viewers

## Suggested eviction

CHEER FACTOR

# Call Bono anything but 'Sir'

DUBLIN, Ireland—Irish rock star and global humanitarian Bono became a knight of the British empire Thursday—and joked that his youngest son thought he was about to join the Jedi order.

"You have permission to call me anything you want—except sir, all right? Lord of lords, your dominance. Just do," Bono, 46, told reporters after he was awarded a "Knight Commander of the Most Excellent Order of the British Empire" in an informal, laugh-filled ceremony at the Dublin home of British Ambassador David Reddaway. AP



## Naughty

From page A8

[illegible]

**Porn on cable**

[illegible]

# ENTERTAINMENT

## 'Begin to Hope'

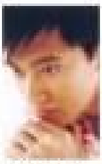



"BEGIN To Hope"

SPIN CITY

### Dance craze

### Dream album



RONNIE LIANG



MANOHANO

### Tribute song



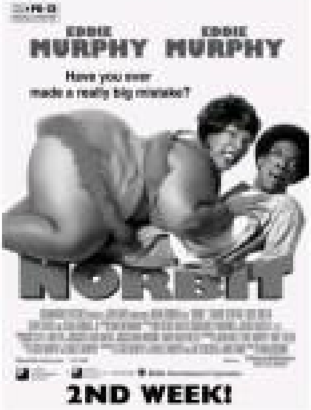


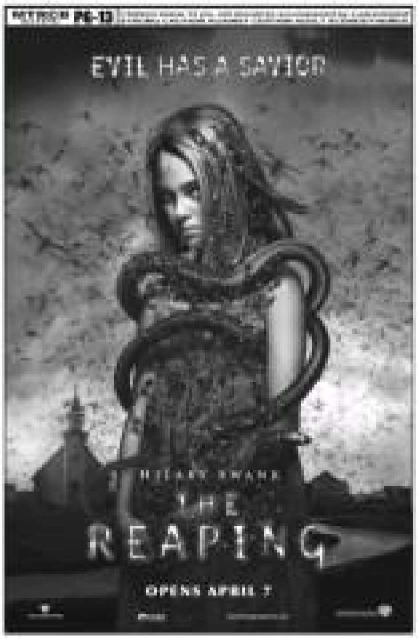



















## Roundup

### Acting workshop

### 'Prison Break'


"PRISON BREAK"

### Health issues

### Spiritual journey

### French film fest

### Star City treat

### 'Law and Order'

### 'Unanimous'

### 'Avenue Q'

### Lecture series



### 'Spider-Man 3' screening


"TMNT"

# Sleek & serious Turtles

By Oliver M. Pulumbarit
Contributor

Review

### Bond challenged

### A little off

# A painfully one-note comedy

Brian Robbins directs 'Norbit' with the subtlety of a sledgehammer

Review

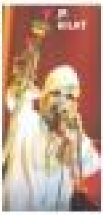
### Can't turn away

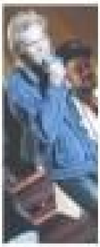
AP

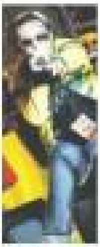
# Ziggy Marley was here


HOSTS KC Montero and Maggie Wilson


ZIGGY MARLEY: "I don't see differences, I see only similarities."




PEPE SMITH


COOLES BAND

# At 62, Rod Stewart is still shaking his booty

ONLY IN HOLLYWOOD
*Ruben V. Nepales*



Singing along



Kimberly Stewart



ROD WITH wife Penny

# Dench & Blanchett square off

VIEWFINDER
*Nestor U. Torre*

Good friends

'Passive' part

'Iron Chef: America'

# How we can become agents of change

FEEDBACK

Irked

Divorced

Paging Api

Bad taste, yes

Paging Gateway

'Laughter is the best medicine but it should not be at the expense of other people's sensitivities'

# MMTA
METRO MANILA THEATERS ASSOCIATION

# MOVIE GUIDE
NOW SHOWING

CINEPLEX

Cinema 2000 Hollywood

starmall

CINEMAS

Robinsons

FESTIVAL

Blue Wave

SUPER CINEMAS

MOVIES, SCHEDULES & PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

SM CINEMA

movietime SHOWTIME
*Your life as a movie*




METRO MANILA

IMAX

HAPPILY EVER AFTER
ROCKY BALBOA
PREMONITION
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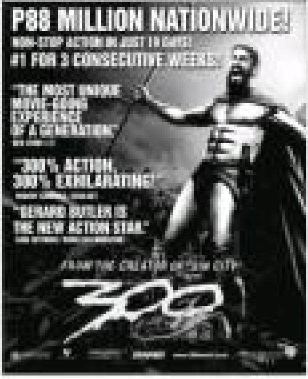
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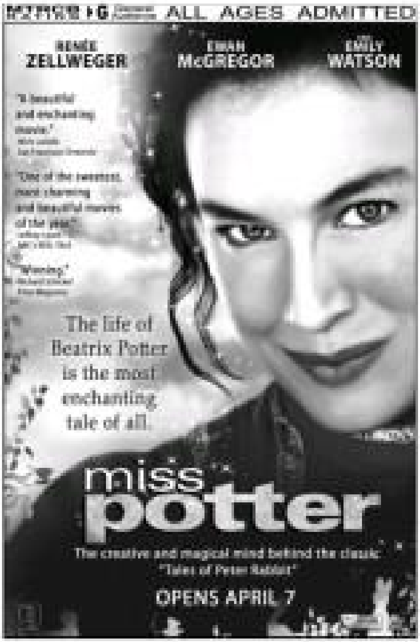
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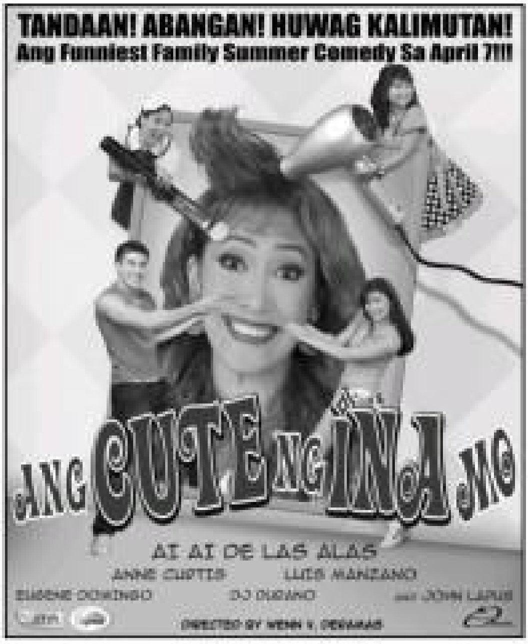
ROCKY BALBOA

PREMONITION

**Did You Know...**

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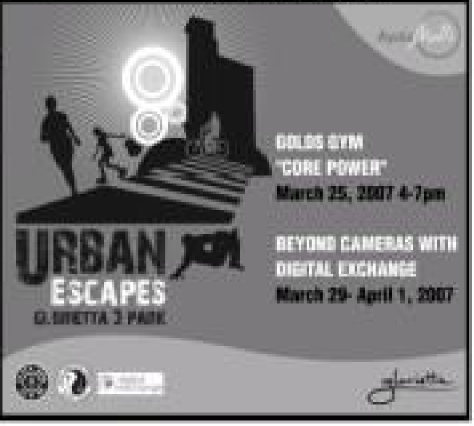











# Ziggy Marley was here





ZIGGY plays with top local reggae bands, including Tropical Depression (left), and First Lady Bands (below). Pinoy Rock icons Pepe Smith and Jun Lopito were surprise guests.

By Oliver H. Pulumbarit
Contributor

THE CHILDREN OF LATE reggae legend Bob Marley—Ziggy, Sharon, Cedella and Stephen—have made music as the Melody Makers for 20 years, collaborating on eight well-received albums and winning three Grammy awards during their time together. Ziggy Marley is currently pursuing a solo career that kicked off with his 2003 debut album "Dragonfly." He won the "Best Reggae Album" Grammy recently for his second offering, "Love is My Religion," a 12-song collection he's been promoting in a long world tour that included the Philippines.

Ziggy headlined MTV Philippines' "Reggae Fest by the Bay" event last Saturday at the Sofitel Philippine Plaza poolside. Tropical reggae bands performed during the festival, including Tropical Depression, Indio I, Coffeebreak Island, Reggae Mistress and Radio. Local rock icons Joey "Pepe" Smith and Jun Lopito were crowd-applauded guest performers.

Like his father, Ziggy has infused his works with reflective lyrics, writing about slavery, spirituality and other subjects in his latest release. "It's an album with a message," he explained shortly after arriving at the Mighty Tea restaurant at SM Mall of Asia for the press lunch, hours before the reggae festival. "Love is the ultimate expression, [and] experience of spirituality, of God. We're all trying to find God within different ideologies and different traditions. The way to God is true love."

### Spiritual force

On his musical influences apart from his father, whose songs he sometimes sings in his concerts, the Jamaican artist declared: "I listen to every type of music. I'm an open-minded person. Music by itself carries a spiritual force that speaks. But on lyrical content, I'm very picky. I insist on good lyrical content."

At the reggae master's reputed association with weed-smoking, Ziggy revealed that he's not into it. "Smoking herb is a spiritual thing, a cultural thing. So it's not something that should be taken so lightly. It is not something we do for fun. It's something that the youth should not get too caught up in because that is not the answer. I am high right now but I didn't smoke. I don't need to smoke to be high. Seek spirituality. That is the true high. Let's not depend on herb or alcohol or anything."

Surrounded by four burly bodyguards that stood about three feet from where he was sitting, the musician gamely answered questions in brief, separate interviews with members of the press.

How important is winning a Grammy now as opposed to re-

ZIGGY H3